Abstract

Provided is a program recommendation apparatus that recommends a program to a user that is in accordance with the user's preference, by taking into account the importance of keywords used in classifying programs' contents into correct categories. The program recommendation apparatus has a category dictionary containing words as keywords, where each of the keywords is stored in association with contribution factors assigned with respect to categories respectively, searches program information of each program in an EPG for the keywords contained in the category dictionary, for any found keywords, obtains category summations of contribution factors of the found keywords for each of the categories, calculates category evaluation values of the program according to the category summations of the contribution factors, and recommends one or more programs to the user according to a degree of similarity between the category evaluation values of the programs and user preference factors.